



**Press Release: 18 March 2022**

## **DBM Atlas partners with RDA to offer exclusive marketing insights**

DBM Atlas has announced its partnership with [RDA Research](#), which will revolutionise the way data can be used for marketing and insights.

DBM Atlas is the flagship brand of leading analytics and research agency DBM Consultants, which recently celebrated its 30-year anniversary in February.

“This collaboration with RDA, the Australian-based developer of market planning and external data appending tools, will deliver three new DBM Atlas solutions,” said Kipling Zubevich, CEO DBM Consultants.

**DBM geoAtlas Explorer:** which is a comprehensive mapping and audience finder tool, incorporating over 500 DBM Atlas variables including product holding, intent and consideration across deposits, cards, lending, insurance, and wealth. Accessible through a user-friendly mapping tool, these metrics can prove instrumental for local area marketing, branch managers, research & insights teams and media agencies.

**DBM geoAtlas + Quick Append:** For the first time, the capability to instantly append DBM Atlas variables to customer and survey databases is available. This self-serve, drag and drop tool enables users to easily append and profile smaller databases with rich DBM Atlas financial services attributes in minutes.

**DBM geoAtlas + Living insights:** This product provides the ability to append and profile large databases (>20,000 records) at scale through Web, SFTP and API interfaces. These database enhancement tools can operate without Personal Identifiable Information (PII) and provide unique value to Data & CRM Analytics, Insights & Research and Strategic & Operational Marketing teams.

“DBM Atlas is the most comprehensive financial services database of its kind in Australia, comprising over 80,000 respondents per year,” added Zubevich.

“Our partnership with RDA Research will offer access to exclusive, unique data and insights for marketing, media and insights professionals.”

“We are excited to partner with DBM and have the opportunity to bring their unique data to life for database profiling and geospatial targeting,” said Robert Dommett, Technical Director, RDA.

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